

Attorney Docket No. P13019-US2
Customer Number 27045

AMENDMENTS TO THE CLAIMS

This listing of claims replaces all prior versions and listings of claims in the application.

Listing of Claims

1. (Currently Amended) A system for providing advertisements to mobile stations comprising:

a service provider, wherein the service provider includes an information gateway and a service gateway;

a content provider for providing an advertisement to the service provider; and a mobile station,

wherein the service provider receives information associated with the mobile station from a mobile network, said information including mobile station capabilities, and

wherein the mobile station receives the advertisement if the mobile station satisfies a predetermined condition associated with the advertisement, and the capabilities of the mobile station match at least one criterion associated with the advertisement.

2. (Original) The system of claim 1, wherein the predetermined condition is setting up a call or entering a predetermined location.

3. (Currently Amended) The system of claim 1, wherein the service gateway receives the information associated with the mobile station from the mobile network and wherein the information gateway provides the advertisement to the mobile station under the control of the service gateway.

4. (Original) The system of claim 1, wherein the content provider provides the advertisement to the service provider tagged with certain information.

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5. (Currently Amended) The system of claim 4, wherein the content provider tags the advertisement with tags [[are]] selected from the group consisting of:

information type;
zone/area related information;
information attributes;
information validity;
preferentials preferences; and
language keys.

6. (Original) The system of claim 1, wherein the service provider is a mobile Internet service provider.

7. (Original) The system of claim 1, wherein the service provider stores information related to the mobile station.

8. (Currently Amended) The system of claim 7, wherein the information related to the mobile station [[is]] further comprises information selected from the group consisting of:

capability of the mobile station;
type of connection associated with the mobile station;
information type;
information profile;
language keys; and
whether the mobile station has activated receipt of advertisements.

9. (Currently Amended) The system of claim 1, wherein the mobile station receives the advertisement only if subscriber specific information associated with the mobile station ~~and the capabilities of the mobile station match criteria also matches at least one criterion~~ associated with the advertisement.

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10. (Currently Amended) A method for providing advertisements to a mobile station in a mobile network comprising the steps of:

soliciting, by a service provider, content providers;

providing an advertisement, by a content provider, to the service provider, wherein the advertisement includes information associated with the advertisement;

receiving by the service provider, information associated with the mobile station from a mobile network, said information including mobile station capabilities;

soliciting, by the service provider, subscribers with mobile stations; and

sending the advertisement to the mobile station if the mobile station satisfies a predetermined condition associated with the advertisement, and the capabilities of the mobile station match the information associated with the advertisement.

11. (Original) The method of claim 10, wherein the predetermined condition is setting up a call or entering a predetermined location.

12. (Currently Amended) The method of claim 10, wherein the service provider includes a service gateway and an information gateway, and the method further comprising the steps of: comprises

~~receiving, by the service gateway, information associated with the mobile station from the mobile network; and~~

controlling, by the service gateway, the provision of the advertisement by the information gateway.

13. (Currently Amended) The method of claim 10, wherein the information associated with the advertisement is selected from the group consisting of:

information type;

zone/area related information;

information attributes;

information validity;

preferential preferences; and

language keys.

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14. (Original) The method of claim 10, wherein the service provider is a mobile Internet service provider.

15. (Currently Amended) The method of claim 10, further comprising the step of storing, by the service provider, information related to the mobile station.

16. (Currently Amended) The method of claim 15, wherein the information related to the mobile station [[is]] further comprises information selected from the group consisting of:

~~capability of the mobile station;~~

type of connection associated with the mobile station;

information type;

information profile;

language keys; and

whether the mobile station has activated receipt of advertisements.

17. (Currently Amended) The method of claim 10, further comprising the step of receiving, by the mobile station, the advertisement only if subscriber specific information associated with the mobile station ~~and the capabilities of the mobile station match a criteria also matches the information~~ associated with the advertisement.

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